

Thank you for the opportunity to comment on localism in broadcasting. As a former AM radio station owner, and still a broadcaster, I have watched with dismay the evolution of radio broadcasting at the cost of local community interest.

While many stations herald their news, public service announcements, and local talk shows as serving the community's interests, they are not as adequate as they have in the past. I feel the real problem exists with the FCC's decision to allow multiple stations in a market to have one owner.

Many license holders have centralized operations into one location leaving markets which have had stations for years with none.

Even though the transmitter may still be located within the required city of license, operations for some are far removed.

This creates a void in communities and basically has left some without a voice.

Owners have consolidated their operations under one roof, thus eliminating employee positions and removing competition from the airwaves. New regulations in regards to public information on the airwaves are not the answer.

The local effort will still remain the same no matter how much new news and public interest the FCC requires to be documented and filed.

It seems to me that the evolution in radio broadcasting is towards computers, satellites, and not many live broadcasters. How can you serve the public if there is no live announcers?

I always felt that a radio station needs to give the listener a reason for listening.

The key is community involvement. The lack of competition, and the unfortunate moving of operations out of some communities, has eroded away at that goal.

I would suggest you re-visit multiple ownerships in markets, and regulations that allow local stations to be operated from other communities.

Public interest will be served best when you recreate competition.

Thank you again.

Matt Jarvis